

Group III Promotions, Inc.

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RK

September 24, 1997

Mr. Rory J. O'Rourke
Regional Operations Manager
400 Raritan Center Parkway
Raritan Center
Edison, NJ 08837

Dear Rory,

On behalf of Group III Promotions, we would all like to thank you for your participation in the 1997 Winston Cup Roadshow Personal Selling Program. This year's program has proven to be both challenging and successful. Your patience and cooperation have enabled us to assist your sales territory to achieve our program goals:

- Increase trial of the new 100% Tobacco Winston brand cigarette
- Increase market share of the new 100% Tobacco Winston brand cigarette
- Assist your sales force in strengthening relationships with key accounts

All of us here at Group III Promotions have learned a great deal from our first year of execution and we are looking forward to making this program even more successful in 1998.

Thank you again for your cooperation, patience, and participation in this year's program. We look forward to working with you in the near future.

Sincerely,

Carissa Macellalo *Roger Williams*

Carissa Macellalo
Program Supervisor

Roger J. Williams
Program Sales Coordinator

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